

Ministry of Higher Education and Scientific Research  
Scientific Supervision and Evaluation Device  
Department of Quality Assurance and Academic Accreditation



# Academic program description forms for colleges and institutes

University: Warth al-Anbiya University

College or institute: College of Mass Communication

Scientific Department: Department of Digital Media

Date of filling the file: 15/2/2024



Head of Department

Scientific assistant

the signature:

Name of the Department Head: MD Muhammad Jamal Al-Tayef

the date: 15/2/2024

The file was reviewed by the Quality Assurance and University  
Performance Division

Quality Assurance Unit Responsible: MD Amjad Ali Abdel Kazem

the date: 15/2/2024

the signature:

Signature of the Dean

Lecturer: Dr. Muhammad Jamal Al-Tayef

## Description of the academic program

This academic program description provides a concise summary of the most important features of the program and the learning outcomes expected of the student to achieve, demonstrating whether he or she has made the most of the opportunities available. It is accompanied by a description of each course within the program.

1. Educational institution	Warith Al-Anbiya University/Faculty of Information
2. Scientific department/center	Digital Media Department
3. Name of the academic or professional program	Description of the academic program
4. Name and degree level	Bachelor of Media
5. School system	Annual
6. Accredited accreditation program	A theoretical and practical study according to the curriculum vocabulary at the College of Information/University of Dhi Qar (twinning project)
7. Other external influences	Training courses/application in media institutions
8. Program description creation data	2023 - 2024
<b>9. Academic program objectives:</b>	
<ul style="list-style-type: none"> <li>a- Preparing graduates specialized in the field of general media and digital media in a precise and specific way.</li> <li>b- Urging the student to conduct scientific research in media institutions and apply digital media arts.</li> <li>c- Preparing a qualified graduates at the scientific and professional level through optimal familiarity with the basics of digital media and familiarity with scientific research skills and its principles in the field of digital media studies, in accordance with scientific standards over four years of theoretical and applied study.</li> <li>d- The graduates will be able to self-learn digital media, develop their reporting skills, and link them with field reality to develop public and private institutions.</li> </ul>	
<b>10. Required program outcomes and teaching, learning and evaluation methods:</b>	
<p><b>A- Cognitive goals</b></p> <ul style="list-style-type: none"> <li>1) Spreading the culture of knowledge and scientific skills in the field of digital media to serve society.</li> <li>2) Preparing competent graduates familiar with the mechanisms of scientific research that serves growth in Iraq and regional countries.</li> <li>3) Preparing candidates to complete their postgraduate studies in the relevant specialty, especially</li> </ul>	

research and cognitive knowledge.

- 4) Become able to work in departments, units, satellite and radio channels, and websites in government departments and other private sectors, where they can contribute and have an effective role in managing all media issues of the department, especially digital media, in accordance with professional standards.
- 5) Able to work as a digital journalist, within the ethics of the media profession.

#### **B- Skills objectives of the program:**

**After completing the program, the graduating student should be able to:**

- 1) Applying the graduation project on a sound scientific basis.
- 2) Able to self-learn in the field of specialization, and learn new skills by keeping up with field developments.
- 3) Work to solve technical problems in a scientific and intellectual manner in his field of specialization, by benefiting from scientific practices.

#### **Teaching and learning methods:**

- 1) Lecture method by the subject professor.
- 2) How students prepare a lecture title and present it in the classroom.
- 3) Scientific application method in media studios and computer laboratories.
- 4) Using programmed presentation and opening the horizons of dialogue and discussion.
- 5) External theoretical lectures in specialized digital media.

#### **Evaluation methods:**

- 1) Practical tests (completing a task in a practical way that includes a specific methodology, careful observation, and planning). Applied tests (in media institutions).
- 2) Essay tests (open-ended questions with choice).
- 3) Oral tests (a competition for students to determine their level of understanding of open discussion).
- 4) Open book tests (the answer requires the use of reason and evidence to link the knowledge in the book and its application, which is one of the stages of preparing the research).
- 5) Multiple choice tests.
- 6) Observing the students' behavior and ethics, creating a cumulative record about them.
- 7) A workshop to exchange ideas and come up with meaningful scientific recommendations.

#### **Emotional and value goals:**

- 1) Developing the student's creative collaborative thought and team spirit.
- 2) Become an example of a professional journalist committed to work ethics and principles.
- 3) Receives and accepts knowledge through friendly, practical relationships in community and media institutions.

- 4) Striving for knowledge in the arts of digital media and its constant development.

General and qualifying transferable skills (other skills related to employability and personal development):

- 1) The ability to adapt to developments and developments in digital media.
- 2) The ability to develop his media skills according to work necessities.
- 3) The ability to work within a team spirit, by preparing a research/process to accomplish a specific task.
- 4) The skill of managing the group through holding dialogue circles led by students who discuss, lecture, and manage them.
- 5) The skill of presentation, delivery, and self-presentation, establishing the focus through the researcher (self-skills).
- 6) Time management and organizing seminars, conferences and seminars (especially informational ones to address community issues)

## 11. Program architecture

Credit hours		number of units	Name of the course or course	Educational stage	
Practical	Theoretical			Course Code	The first stage
2	1	2	News and electronic report	M ne1	
2	1	2	Applied statistics and data analysis	M st1	
0	2	2	Media psychology	M py1	
2	1	2	Graphic design for digital media	M gr1	
0	2	2	Information technology basics	M if1	
0	2	2	Media language 1	M la1	
0	2	2	Crimes of the defunct Baath Party	M cr1	
0	2	2	Media language in English 1	M le1	
0	2	2	Human rights and democracy	M hm1	
2	1	2	Digital media education	M md1	

## 12. (Admission standard) Establishing regulations related to admission to the college or institute

- 1) Graduate of preparatory studies for the scientific, biological, applied, literary and media technology branches with a GPA of 50 for morning and evening study.
- 2) Journalists are also allowed to apply if they have 10 (actual years of service in the media and hold a preparatory certificate from vocational schools (industry, commerce, agriculture, or institutes for teachers or fine arts).

### **13.Planning for personal development**

- 1- Scientific trips and field visits to media institutions outside the scope of the study plan.
- 2- Holding information sessions and inviting competencies to participate.
- 3- Hosting successful youth figures for influence.

### **14.The most important sources of information about the program**

Library/Internet /College website/Virtual library